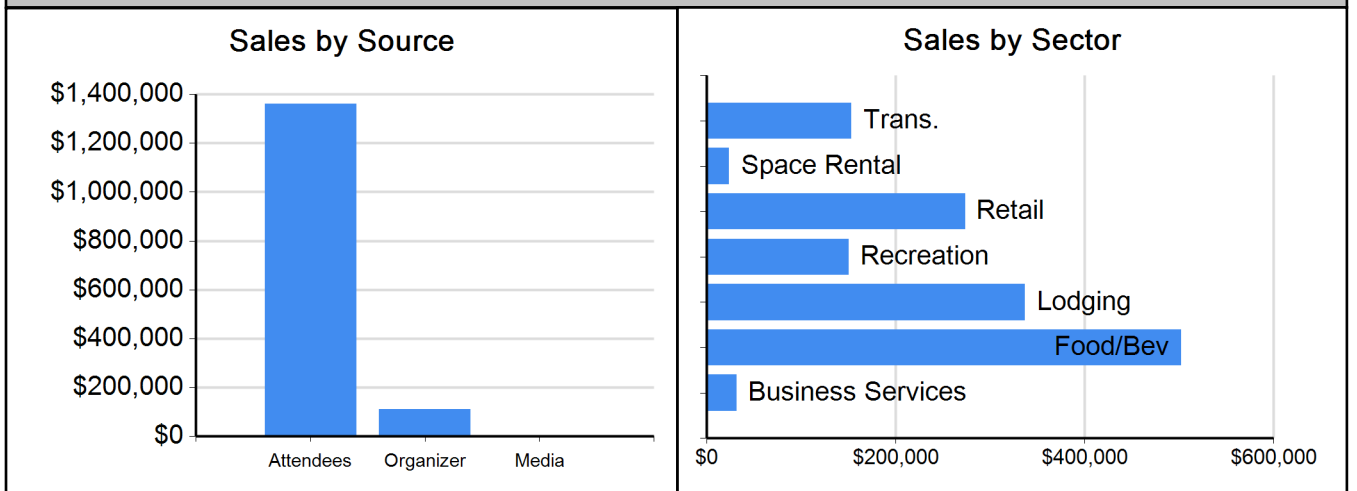


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USA Swimming Futures Championships	Business Sales (Direct):	\$1,470,884
Organization:	CSF Aquatics	Business Sales (Total):	\$2,140,397
Event Type:	Youth Amateur	Jobs Supported (Direct):	499
Start Date:	7/23/2025	Jobs Supported (Total):	566
End Date:	7/26/2025	Local Taxes (Total):	\$55,351
Overnight Attendees:	2228	Net Direct Tax ROI:	\$21,668
Day Attendees:	742	Estimated Room Demand:	2,696

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$337,009	\$0	\$0	\$337,009
Transportation	\$151,366	\$1,640	\$187	\$153,193
Food & Beverage	\$449,674	\$52,197	\$0	\$501,871
Retail	\$273,368	\$0	\$0	\$273,368
Recreation	\$150,071	\$0	\$0	\$150,071
Space Rental	\$0	\$23,693	\$0	\$23,693
Business Services	\$0	\$31,574	\$106	\$31,680
<b>TOTAL</b>	<b>\$1,361,488</b>	<b>\$109,104</b>	<b>\$293</b>	<b>\$1,470,884</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USA Swimming Futures Championships 2025

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,470,884	\$669,513	\$2,140,397
<b>Personal Income</b>	\$464,368	\$172,492	\$636,860
<b>Jobs Supported</b>			
Persons	499	66	566
Annual FTEs	17	2	19
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$129,865</u>	<u>\$54,680</u>	<u>\$184,545</u>
<u>State Total</u>	<u>\$103,212</u>	<u>\$21,291</u>	<u>\$124,503</u>
sales	\$78,501	\$10,043	\$88,544
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$24,711	\$11,248	\$35,959
<u>Local Total (excl. property)</u>	<u>\$46,668</u>	<u>\$8,684</u>	<u>\$55,351</u>
sales	\$19,625	\$2,511	\$22,136
income	\$0	\$0	\$0
bed	\$13,480	-	\$13,480
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,562	\$6,173	\$19,735
property tax	\$26,683	\$7,831	\$34,515

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$46,668	
DMO Hosting Costs	\$25,000	
Direct ROI	\$21,668	
Net Present Value	\$21,668	
Direct ROI (%)	87%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$55,351	
Total ROI	\$30,351	
Net Present Value	\$30,351	
Total ROI (%)	121%	

Estimated Room Demand Metrics	
Room Nights (total)	2,696
Room Pickup (block only)	2,500
Peak Rooms	743
Total Visitor Days	8,589